

Fig. 1

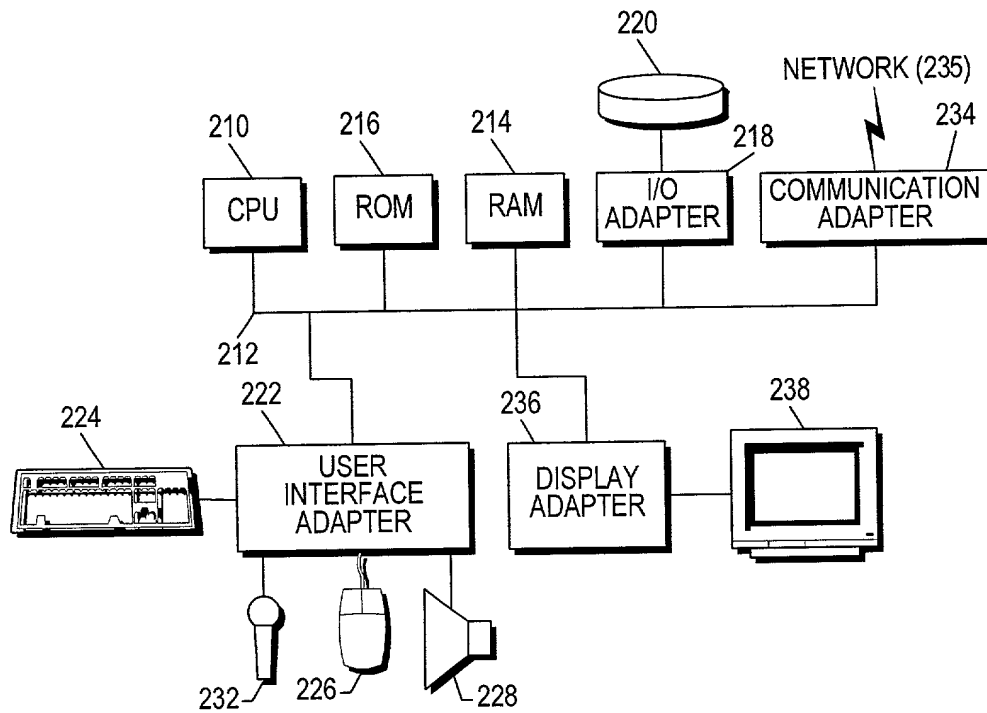


Fig. 2

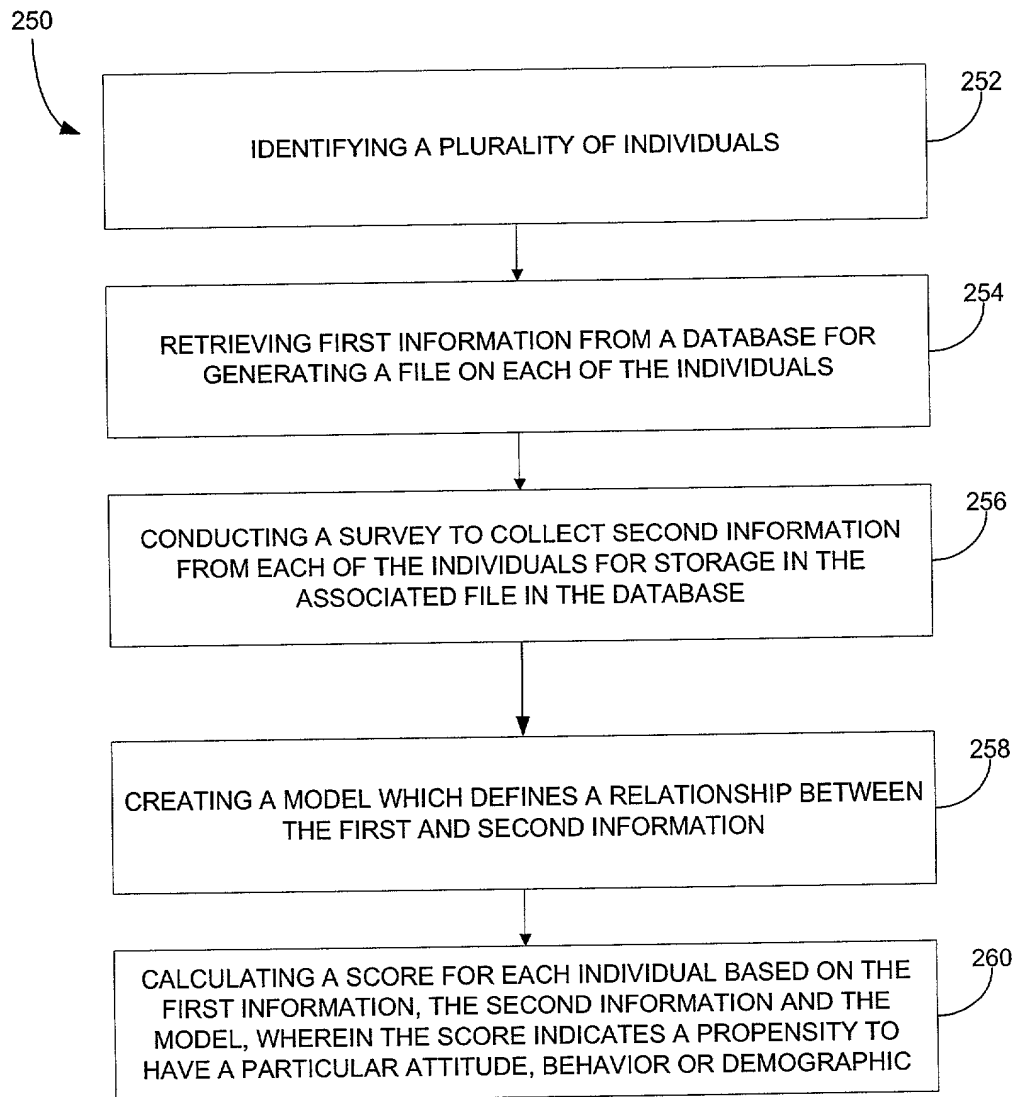


Fig. 2A

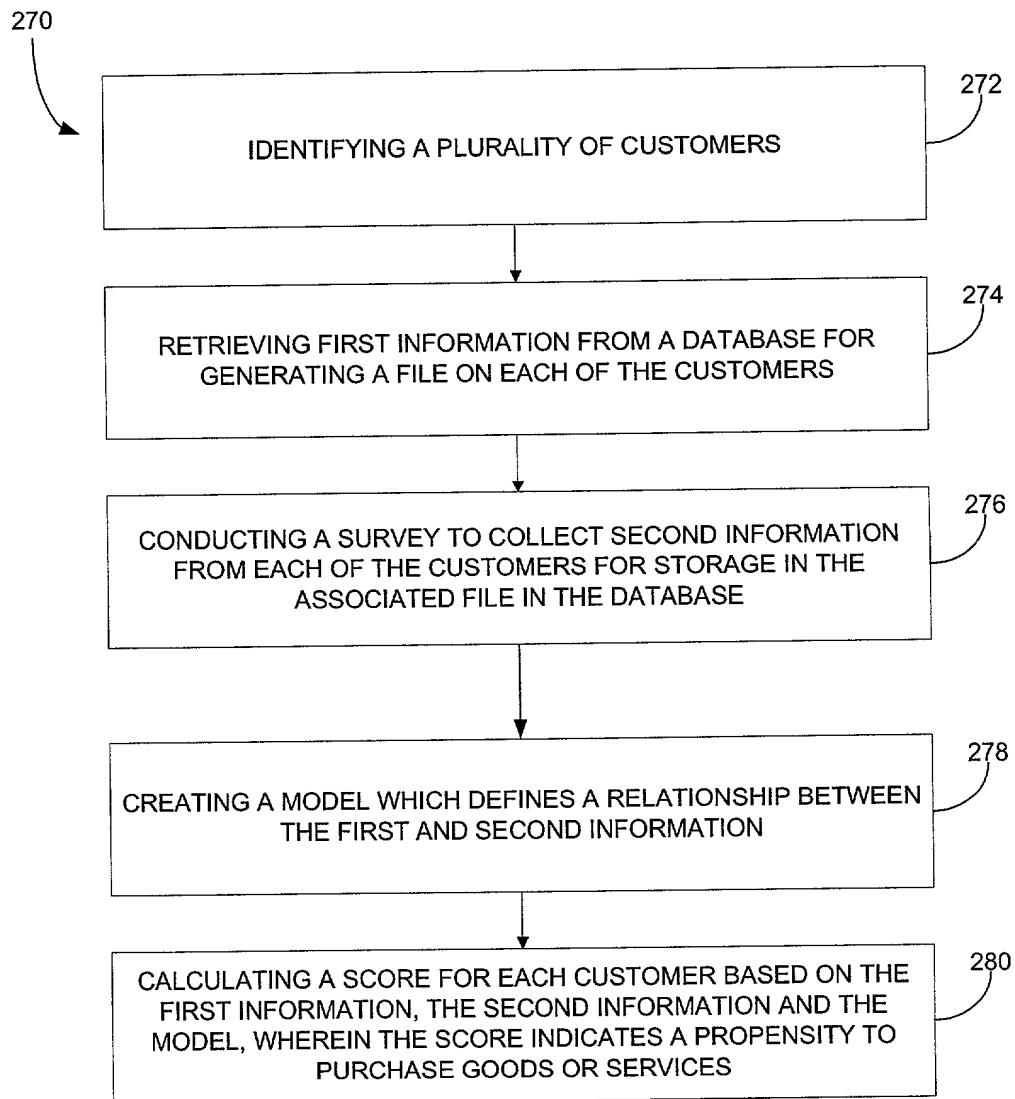


Fig. 2B

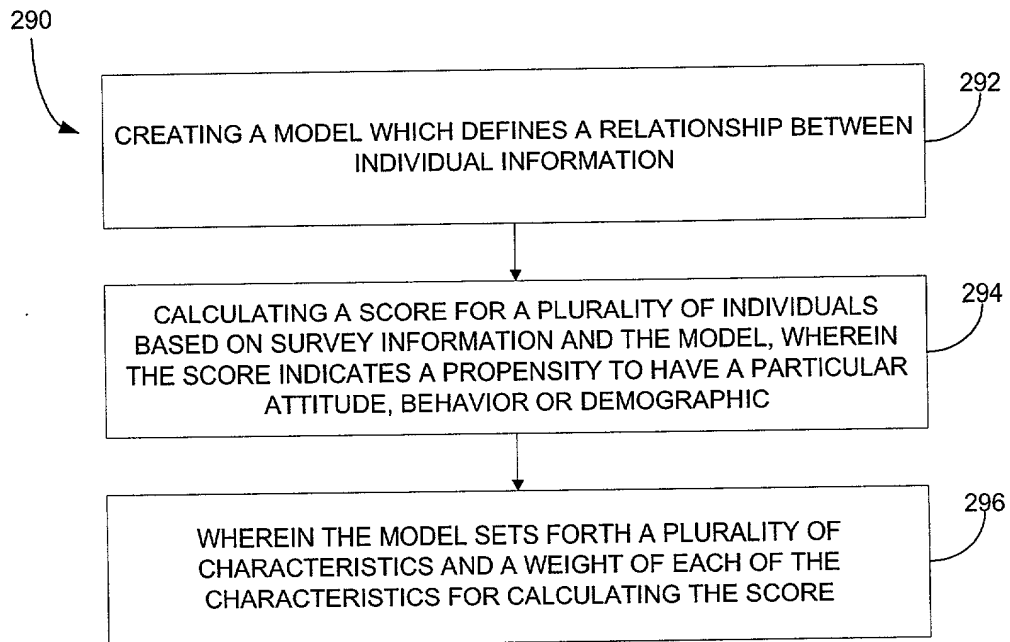


Fig. 2C

300

CLIENT IDENTIFIER	CLIENT NAME	CLIENT ADDRESS	BILLING INFORMATION	PREFERRED RESULTS DELIVERY METHOD
C 100	CORPORATION X	1 MAIN ST. CITY, STATE	SEND TO POSTAL ADDRESS	TO POSTAL ADDRESS
C 101	POLITICAL PARTY A	10 ELMOR ANYWHERE, NY	CHARGE CREDIT CARD ACCOUNT 1111-1111-1111-1111	FAX TO (111) 655-6563
C 102	MUNICIPALITY Q	1 PROSPECT ST. SMALLVILLE, USA	E-CASH DELIVERED WITH SURVEY	ADIC8 MUNICIPALITY.COM

302
304
306

FIG. 3

400

QUESTIONS IDENTIFIER	QUESTIONS ID	RESPONSE CRITERIA	NUMBER TO MATCH CRITERIA	PRICE	ORIGIN	PERCENT CONFIDENCE UNIT	NUMBER NUMBER OF RESPONSES	QUESTIONS QUESTIONS
1111	C 111	ADDRESS 45	100%	5000	1000000000 BY 2000	90% 1	10000	50 1111
1112	C 112	ADDRESS 45 AND 46	50%	1000	1000000000 BY 2000	90% 2	1000	50 1112
1113	C 113	ADDRESS 45 AND 46	90%	1000	1000000000 BY 2000	90% 3	100	50 1113

401

QUESTIONS IDENTIFIER	QUESTIONS ID	ORIGIN	NUMBER NUMBER OF RESPONSES
1	C 111	1000000000 BY 2000	10000
2	C 112	1000000000 BY 2000	1000

FIG. 4

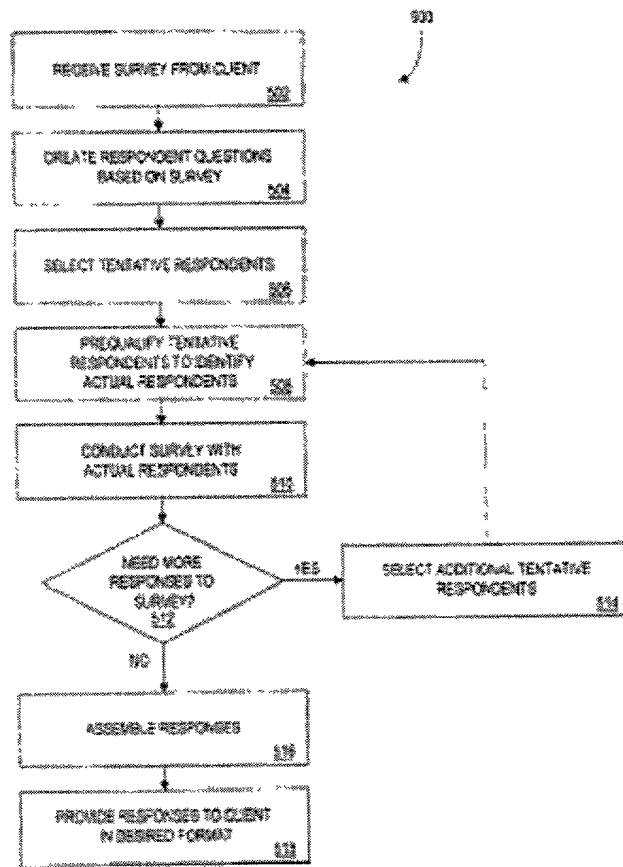


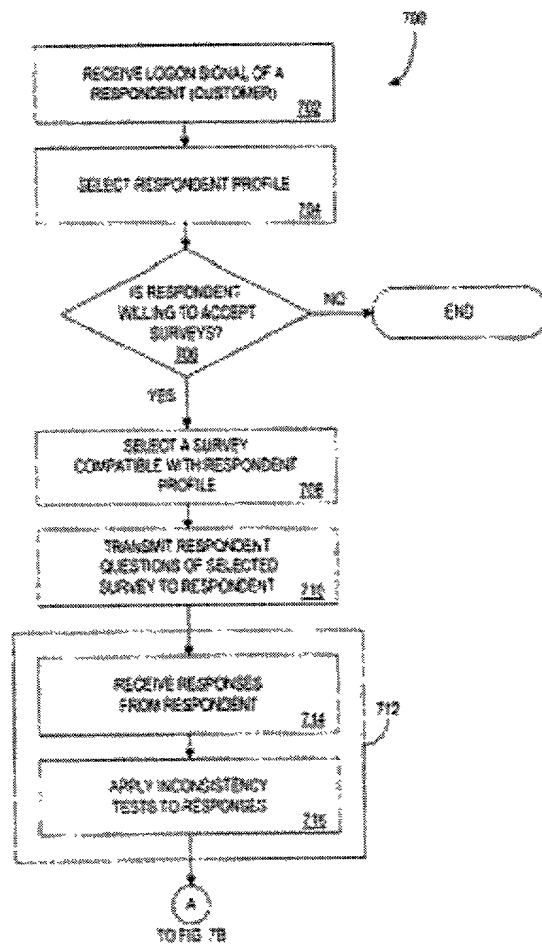
FIG. 5

FIG. 6

ACCOUNT IDENTITY ID	NAME	ADDRESS	GENDER	BIRTHDATE	EMAIL ADDRESS
R 1000	JOHN SMITH	1234 ST HOMER, USA	M	8/10	-
R 1001	JANE DOE	5678 ST NY, NY	F	9/20	DOE@G.COM
R 1002	JOHN DOE	1234 ST LOS ANGELES, CA	M	3/01	-

PUBLIC KEY	PARTICIPANT'S ID	RATING	NUMBER OF SUCCESSFULLY COMPLETED SIMULATIONS	ADDITIONAL FEATURES
-	ADVERT	0	0	PERFORMANCE TRACKER
-	YES	1	10	INVESTMENT TRACKER
-	ONLY WHEN ON LINE	4.5	94	VISUALIZATION

FIG. 6



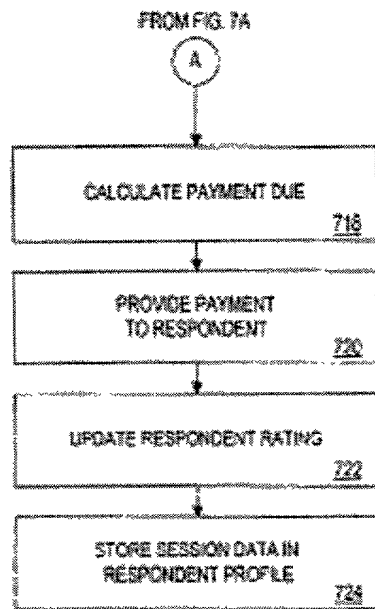


FIG. 7B

800

CERTIFICATION QUESTION IDENTIFIER	CERTIFICATION QUESTION DESCRIPTION	ANSWER SEQUENCE	PROPER ANSWER
1	"WHICH WAY DO THINGS FALL?"	1 = UP. 2 = DOWN	DOWN
2	"WHAT COLOR IS THE SKY?"	1 = BLUE, 2 = RED, 3 = ORANGE	BLUE

802

804

FIG. 8

300			
CERTIFICATION QUESTION IDENTIFIER	CERTIFICATION QUESTION DESCRIPTION	ANSWER SEQUENCE	PROPER ANSWER
302	1	1 = UP, 2 = DOWN	DOWN
304	2	1 = RED, 2 = BLUE, 3 = ORANGE	BLUE

400		
QUESTION IDENTIFIER	QUESTION DESCRIPTION	ANSWER SEQUENCE
402	1	1 = STRONGLY AGREE, 2 = AGREE SOMEWHAT, 3 = DISAGREE SOMEWHAT, 4 = STRONGLY DISAGREE
404	2	1 = YES, 2 = NO

500		
RESPONDENT QUESTION IDENTIFIER	RESPONDENT QUESTION DESCRIPTION	ANSWER SEQUENCE
502	1	1 = YES, 2 = NO
504	2	1 = UP, 2 = DOWN
506	3	1 = STRONGLY AGREE, 2 = AGREE SOMEWHAT, 3 = DISAGREE SOMEWHAT, 4 = STRONGLY DISAGREE
508	4	1 = NO, 2 = YES
510	5	1 = UP, 2 = DOWN
512	6	1 = YES, 2 = NO

FIG. 9

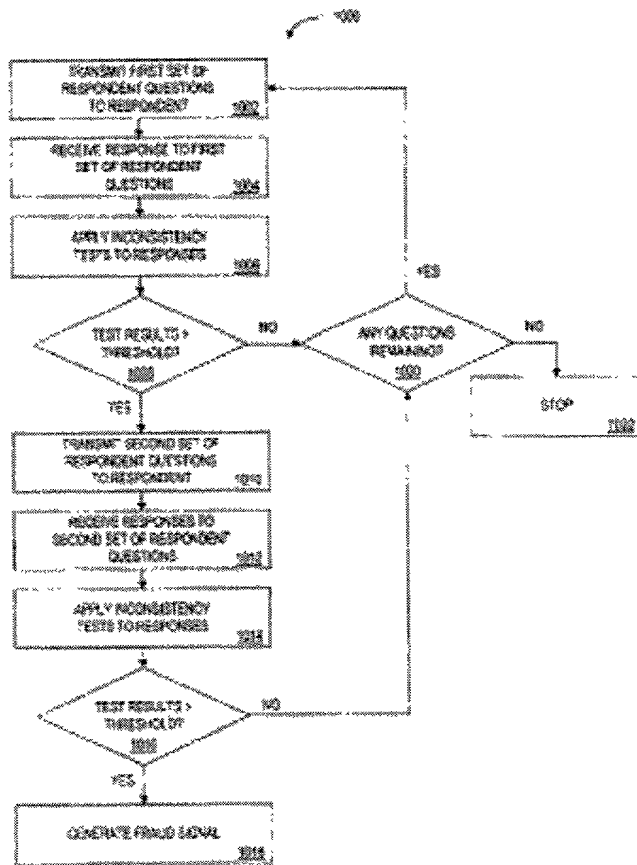


FIG. 10

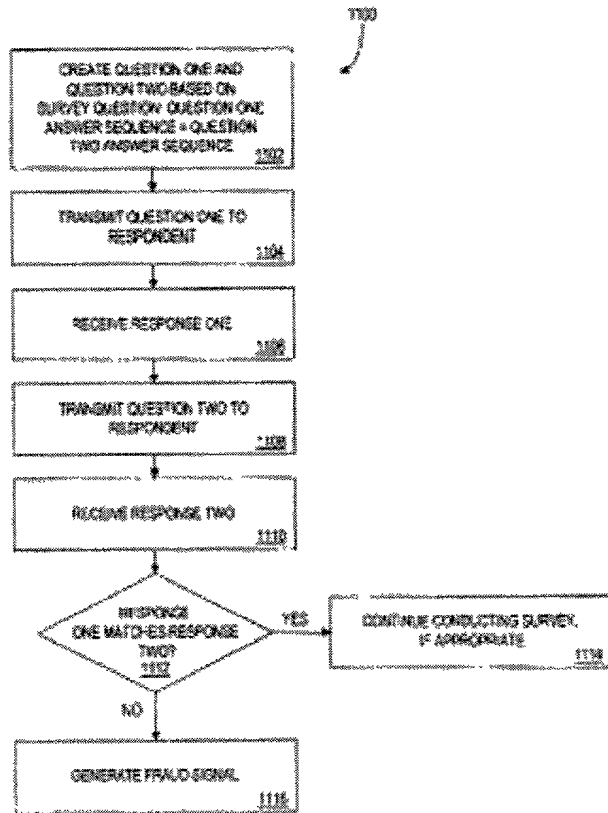


FIG. 11A

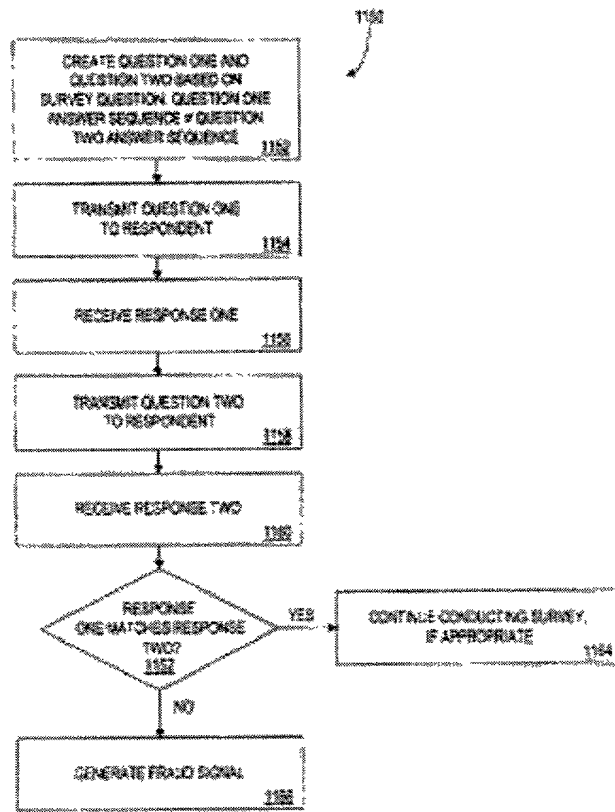


FIG. 11B

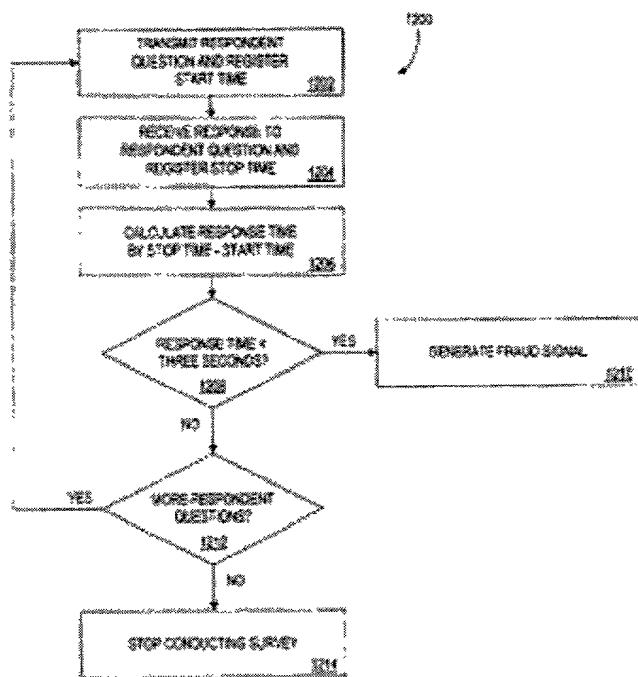


FIG. 12

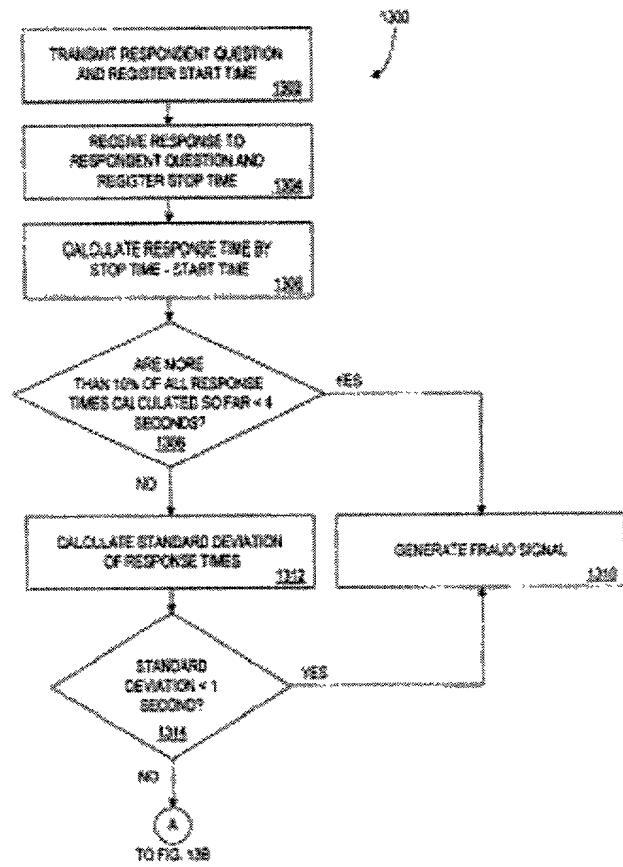


FIG. 13A

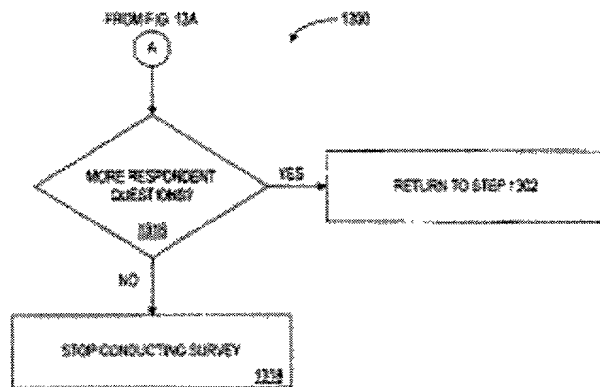


FIG. 13B

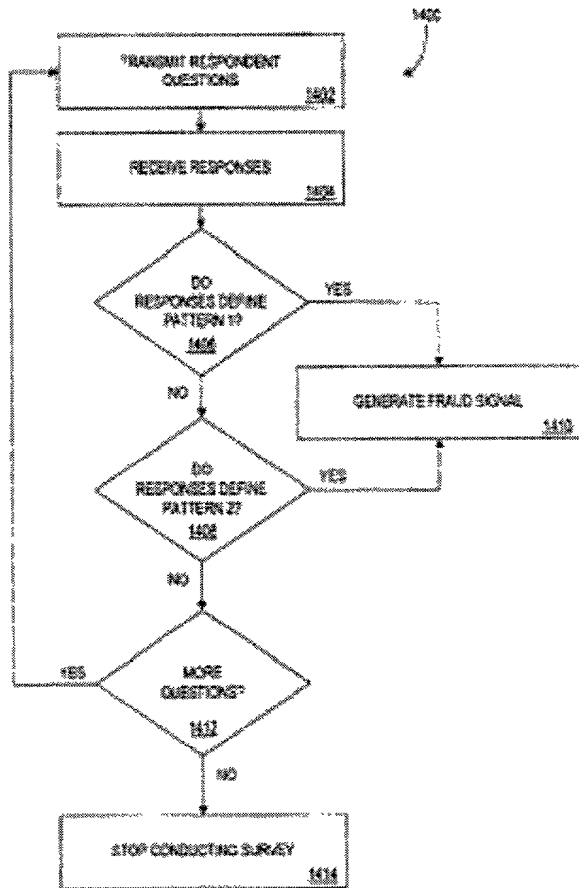


FIG. 14

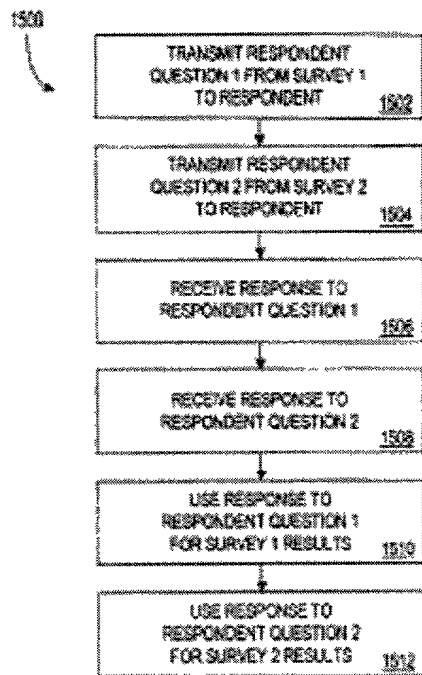


FIG. 15

1600

RESPONDENT IDENTIFIER	SURVEY IDENTIFIER	QUESTION IDENTIFIER	RESPONSE	DATE / TIME
R 1000	1111	1	2	8:15 AM 7/3/98
R 1000	1111	2	1	8:15 AM 7/3/98

1602

1604

FIG. 16

1700

SURVEY IDENTIFIER 1111	
NUMBER OF RESPONSES = 10,101 1704	CONFIDENCE LEVEL = 98%, 1 1706
QUESTION IDENTIFIER 1712	RESPONSES 1714
1	1-53%, 2-7%, 3-14%, 4-26%
2	1-75%, 2-25%

1708

1710

FIG. 17

SQ 11111				1802
QUESTION IDENTIFIER	QUESTION	ANSWER SEQUENCE	PRIORITY	
1	"BELIEVE THERE IS TOO MUCH VIOLENCE ON TELEVISION."	1 = STRONGLY AGREE, 2 = AGREE SOMEWHAT, 3 = DISAGREE SOMEWHAT, 4 = STRONGLY DISAGREE	1812	1814 HIGH
2	"PREFER FAMILY PROGRAMMING."	1 = YES, 2 = NO		LOW

FIG. 18